Application Serial No.: 09/661,375
Attorney Docket No. 23453-020
In Response to Final Office Action mailed September 5, 2003

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

Claims 1-8. *cancel without prejudice or disclaimer*

claims 9-18. *(cancelled)*

Claims 19-20. *cancel without prejudice or disclaimer*

21. *(cancelled)*

Claims 22-26. *cancel without prejudice or disclaimer*

27.   (*New*) A method for generating an interactive voice broadcast, comprising:

providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

generating content for the at least one voice service when the at least one voice service is executed;

applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;

initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber; and

presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast.

28.   (*New*) A system for generating an interactive voice broadcast, comprising:

means for providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

means for generating content for the at least one voice service when the at least one voice service is executed;

means for applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;

means for initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber; and

means for presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast.